



ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311126 /**

Original Date / Revision
09/14/12 09/14/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Product

Arpaio for Sheriff

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **274**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 209000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	23%	48070
KPNX	23%	48070
KPPX	%	0
KSAZ	19%	39710
KTVK	20%	41800
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	96	\$26,647.50	\$31,350.00	0.00	08/27/12	09/24/12	96	\$26,647.50	\$31,350.00
Totals	96	\$26,647.50	\$31,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	9	\$225.00	P-3	0.00	NM	9	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					9	\$225.00		0.00			
N 3	KNXV	09/18/12	09/21/12	M-F 9am-10am Sonoran Living	CM	9am-10am	- TWTF - -	:30	8	\$100.00	P-3	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					8	\$100.00		0.00			
N 4	KNXV	09/24/12	09/24/12		CM	9am-10am	M- - - - -	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00



KNXV

Print Date: 09/14/12

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Contract / Revision **311126** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheri** Product **Arpaio for Sheriff**

Estimate # **274**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9am-10am Sonoran Living															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	2		\$75.00		0.00						
N 5	KNXV	09/18/12	09/21/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	8	\$300.00	P-3	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	8		\$300.00		0.00						
N 6	KNXV	09/24/12	09/24/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	2		\$300.00		0.00						
N 7	KNXV	09/18/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	5		\$350.00		0.00						
N 8	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$300.00		0.00						
N 9	KNXV	09/18/12	09/21/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	6	\$225.00	P-6	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	6		\$225.00		0.00						
N 10	KNXV	09/18/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	5		\$450.00		0.00						
N 11	KNXV	09/18/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$450.00		0.00						
N 12	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	2	\$350.00	P-6	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	2		\$350.00		0.00						
N 13	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$750.00		0.00						
N 14	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	2		\$650.00		0.00						
N 15	KNXV	09/22/12	09/22/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	- - - - - S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S-	1		\$250.00		0.00						
N 16	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



KNXV

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Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **274**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF--	4				\$850.00		0.00				
N 17	KNXV	09/24/12	09/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----	1				\$850.00		0.00				
N 18	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-	1				\$450.00		0.00				
N 19	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S	1				\$850.00		0.00				
N 20	KNXV	09/18/12	09/21/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	- TWTF--	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF--	8				\$350.00		0.00				
N 21	KNXV	09/24/12	09/24/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----	2				\$450.00		0.00				
N 22	KNXV	09/18/12	09/21/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- TWTF--	:30	4	\$100.00	P-6	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF--	4				\$100.00		0.00				
N 23	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	-----	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----	1				\$100.00		0.00				
N 24	KNXV	09/18/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF--	:30	9	\$225.00	P-3	0.00	NM	9	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF--	9				\$225.00		0.00				
N 25	KNXV	09/24/12	09/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----	3				\$150.00		0.00				
N 26	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----	3				\$150.00		0.00				
Totals														96	\$31,350.00